



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research  
Attn: Rachael Beale  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

### Contract # 185931

Schedule Dates 10/15/12-10/21/12  
Advertiser Kaine for Senate 2012 (15809)  
Agency Media Strategies & Research (1419)  
Product Political-Political (1088)  
Brand KAINE FOR SENATE 2012 (68318)  
Salesperson Petro, Susan (1110)  
Sales Office WJLA - Core Team  
Buyer Name BEALE, RACHAEL  
Phone/Fax /  
CPE KAINE/US ENATE RACE 2012/EST11102  
Account Types 10/15/10/21  
Local/Political Candidate Agency  
Billing Type Standard  
Comments KAINE FOR SENATE 2012 - 10/15-10/21/12

Date Entered 05/09/12  
Last Modified 05/10/12  
Entered By Susan Petro  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$15,472.50  
Net Total \$87,677.50  
Sales Tax

### WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2012	56	\$103,150.00
<b>Grand Total:</b>	<b>56</b>	<b>\$103,150.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered	
1.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A						1		1	\$250.00	\$250.00	WJLA Arlington (WJLA)			5/9/12	
2.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	5:58A- NEWS-GOOD MORNING WASHINGTON @5A		1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)			5/9/12
3.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)			5/9/12
4.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	6:58A- ABC-GOOD MORNING AMERICA SAT						1		1	\$250.00	\$250.00	WJLA Arlington (WJLA)			5/9/12	
5.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	9A- LIVE!						1		1	\$350.00	\$350.00	WJLA Arlington (WJLA)			5/9/12	
6.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	10:58A- ABC-THE VIEW			1			1		2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)			5/9/12	
7.0	Normal Line / SPOT	10/15/12-10/17/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1		1				2	\$400.00	\$800.00	WJLA Arlington (WJLA)			5/9/12	
8.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	44923- ANDERSON COOPER SHOW				1	1			2	\$400.00	\$800.00	WJLA Arlington (WJLA)			5/9/12	
9.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	53001- ABC-KATIE COURIC		1	1	1	1	1		5	\$800.00	\$4,000.00	WJLA Arlington (WJLA)			5/9/12	

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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**Brand** KAINES FOR SENATE 2012 (68318)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** BEALE, RACHAEL  
**Phone/Fax** /  
**CPE** KAINES/US SENATE RACE 2012/EST11102  
**Account Types** 10/15/10/21  
**Billing Type** Local/Political Candidate Agency  
**Comments** Standard  
**Comments** KAINES FOR SENATE 2012 - 10/15-10/21/12

**WJLA Arlington (WJLA)**  
**By Broadcast Month** Spots Rate  
Oct. 2012 56 \$103,150.00  
**Grand Total:** 56 \$103,150.00

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10.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		5/9/12
11.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		5/9/12
12.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	6:57P- 7P (EST)			1		1				3	\$5,000.00	\$15,000.00	WJLA Arlington (WJLA)		5/9/12
13.0	Normal Line / SPOT	10/16/12-10/18/12	3	:30	6:58P- WHEEL OF FORTUNE				1		1			2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		5/9/12
14.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	7:27P- JEOPARDY			1		1				3	\$3,000.00	\$9,000.00	WJLA Arlington (WJLA)		5/9/12
15.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	50048- ABC-DANCING WITH THE STARS					1				1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		5/9/12
16.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	48508- ABC-GREY'S ANATOMY						1			1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		5/9/12
17.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1			5	\$2,500.00	\$12,500.00	WJLA Arlington (WJLA)		5/9/12
18.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	49886- ABC-ABC NIGHTLINE				1		1			2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		5/9/12
19.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1	1	1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		5/9/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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**Sales Tax**

**WJLA Arlington (WJLA)**  
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**Grand Total:** 56 \$103,150.00

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20.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1	1	\$800.00	\$800.00	WJLA Arlington (WJLA)		5/9/12	
21.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT							1	1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		5/9/12	
22.0	Normal Line / SPOT	10/20/12-10/20/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1	1	\$800.00	\$800.00	WJLA Arlington (WJLA)		5/9/12	
23.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	4898S- ABC-ONCE UPON A TIME							1	1	\$6,500.00	\$6,500.00	WJLA Arlington (WJLA)		5/10/12	

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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185931

**Station Order**  
**Kaine for Senate 2012**

**Market:** Washington, DC

**Estimate ID:**

11102

**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012

**Contact:** Susan Petro/Barbara Monares

**Phone:** 703-236-9552

**Email:** bmonares@wjla.com

**Fax:** 703-236-2341

**Direct:** 703-236-9212

**WJLA-TV**

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	<b>Total</b>
					Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
WJLA 5a News	EM		M-F	\$250.00						Y		1
5:00 AM 6:00 AM		30		\$250.00								
WJLA 6a News	EM		M-F	\$800.00	1	1	1	1	1	1	✓	5
6:00 AM 7:00 AM		30		\$4,500.00								
90% PE at LUR Per WJLA, Move to P3												
Good Morn America	EM		M-F	\$1,000.00	1	1	1	1	1	1	✓	5
7:00 AM 9:00 AM		30		\$8,000.00								
90% PE at LUR Per WJLA, Move to P3												
Good Morning Sat	EM		Sa	\$250.00						1		1
7:00 AM 8:00 AM		30		\$250.00								
Live with Kelly	DT		M-F	\$350.00		1						1
9:00 AM 10:00 AM		30		\$350.00								
The View	DT		M-F	\$600.00		1			1		✓	2
11:00 AM 12:00 PM		30		\$1,200.00								
WJLA Noon News	DT		M-F	\$400.00	1	1						2
12:00 PM 12:30 PM		30		\$800.00								
Anderson	EF		M-F	\$400.00		1		1				2
3:00 PM 4:00 PM		30		\$800.00								
Katie Couric	EF		M-F	\$800.00	1	1	1	1	1	✓		5
4:00 PM 5:00 PM		30		\$4,000.00								
WJLA 5p News	EN		M-F	\$1,400.00	1	1	1	1	1	✓		5
5:00 PM 6:00 PM		30		\$7,000.00								
90% PE at LUR Per WJLA, Move to P3												
WJLA 6p News	EN		M-F	\$1,400.00	1	1	1	1	1	✓		5
6:00 PM 6:30 PM		30		\$7,000.00								
90% PE at LUR Per WJLA, Move to P3												
ABC World News	EN		M-F	\$5,000.00	1	1		1		✓		3
6:57 PM 7:00 PM		30		\$15,000.00								
90% PE at LUR Per WJLA, Move to P3												

Rachael Beale

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9958 Fax

rachael@mediastrategies.com

Date/Time Sent: 5/7/2012 12:49:05 PM

WJLA-TV

Page 1 of 2



Station Order  
Kaine for Senate 2012

Market: Washington, DC

Estimate ID

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

11102

Contact: Susan Petro/Barbara Monares

Phone: 703-236-9552

Email: bmonares@wjla.com

Fax: 703-236-2341

Direct: 703-236-9212

**WJLA-TV**

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	
					Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21		
ABC World News	EN		Su	\$1,000.00							✓	1	
6:00 PM	6:30 PM	30		\$1,000.00							✓		
90% PE at LUR Per WJLA, Move to P3													
Sunday 6:30p News	EN		Su	\$800.00						1		1	
6:30 PM	7:00 PM	30		\$800.00									
90% PE at LUR Per WJLA, Move to P3													
Wheel of Fortune	PA		M-F	\$3,000.00		1			1				2
7:00 PM	7:30 PM	30		\$6,000.00									
90% PE at LUR Per WJLA, Move to P3													
Jeopardy	PA		M-F	\$3,000.00	1		1		1				3
7:30 PM	8:00 PM	30		\$9,000.00									
90% PE at LUR Per WJLA, Move to P3													
Dancing With Star	PT		M	\$8,000.00								1	
8:00 PM	10:00 PM	30		\$8,000.00									
Grey's Anatomy	PT		Th	\$10,000.00					1			1	
9:00 PM	10:00 PM	30		\$10,000.00									
Once Upon a Time	PT		Su	\$6,500.00						1		1	
8:00 PM	10:00 PM	30		\$6,500.00									
WJLA 11p News	LN		M-F	\$2,500.00	1	1	1	1	1			5	
11:00 PM	11:35 PM	30		\$12,500.00									
90% PE at LUR Per WJLA, Move to P3													
Saturday 11p News	LN		Sa	\$800.00						1		1	
11:00 PM	11:35 PM	30		\$800.00									
90% PE at LUR Per WJLA, Move to P3													
Sunday 11p News	LN		Su	\$1,400.00							1	1	
11:00 PM	11:35 PM	30		\$1,400.00									
90% PE at LUR Per WJLA, Move to P3													
Nightline	LF		M-F	\$500.00	1		1					2	
11:35 PM	12:05 AM	30		\$1,000.00									
Station Gross Totals				\$103,150.00	10	10	10	10	10	2	4	56	

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9958 Fax

rachael@mediastrategies.com

Date/Time Sent: 5/7/2012 12:49:06 PM

WJLA-TV

Page 2 of 2

**AGREEMENT FORM FOR  
POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

 **FEDERAL CANDIDATE** **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WJLA-TV

Washington, DC

**Date:**

5/8/2012

I, Media Strategies and Research,being on behalf of: Tim Kaine, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Senatein the Primaryelection to be held on Tuesday, June 12, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
------------------	-----------------------------------	------	-------	----------------	-----------------

**SEE ATTACHED SCHEDULE**

The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.

Date of First Broadcast:  <u>Monday, October 15, 2012</u>	Date of Last Broadcast:  <u>Sunday, October 21, 2012</u>
---	--

**Total Gross Charges: \$103,150.00****MSR**

**Media Strategies and Research**  
1580 Lincoln Street, Suite 510      11350 Random Hills Road, Suite 670  
Denver, Colorado 80203      Fairfax, Virginia 22030  
(303) 989-4700      (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Warren Thompson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Tuesday, May 08, 2012

Date



Signature

Accepted

Accepted In Part

Rejected

---

Signature

Printed Name

Title



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1580 Lincoln Street, Suite 510      11350 Random Hills Road, Suite 670  
Denver, Colorado 80203      Fairfax, Virginia 22030  
(303) 989-4700      (703) 877-2000

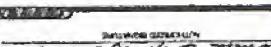
Deposit Detail by Account Report - Allbritton Communications Co

05/09/2012 11:59 PM EDT  
Bobby Wylie  
BW274356  
All

Report run on:	05/09/2012 02:10 PM EDT	Selected start date & time:	05/09/2012 02:01 PM EDT
Report run by:	WJLA	Selected end date & time:	
Depositor:		Depositor end date & time:	
Depositor ID:	4426215831	Depositor Name:	
Account Number:		Account Group:	
Deposit Status:		Deposit Status:	

Bank of America

Front		Term Number	0000007
[Redacted]			
Kline for Senate 2012		[Redacted]	
  100 AFTER 30 DAYS		[Redacted]	
Eighty Seven Thousand Three Hundred Seventy Seven and 50/100 ***** SOLICITATION WJLA-TV # 87,677.50 MAY 08, 2012			
MEDIA STRATEGIES & RESEARCH Westgate Blvd., N/A Denver, CO 80244 237-1020 MEDIA STRATEGIES & RESEARCH 1000 16th Street Suite 140 Denver, CO 80265 303-626-8000 [Redacted]			
MSR 108250			

QAL #185931		Item Number 0000006	front
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			

18596 WESLEYAN #114747

426215831

WJLA-TV-Deposit/4426215831

WJLA-TV-Deposit/4426215831

Account Name/Number: WJLA-TV-Deposit/4426215831